



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Wednesday, January 14, 2026

COMMITTEE MEETING NOTICE

AD 13

ASSAD, Hakam K, Agent
CREAM CITY AUTO LLC
5848 S 27TH ST
MILWAUKEE, WI 53221

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, January 27, 2026 at 01:25 PM

The access code is <https://meet.goto.com/673613197>. Please see the enclosed best practices document for further instructions.

Regarding: Your Secondhand Motor Vehicle Dealer's License Renewal Application as agent for "CREAM CITY AUTO LLC" for "CREAM CITY AUTO" at 5848 S 27TH St. 

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which has an adverse impact on the public health, safety and welfare of the community. Failure of the applicant to meet the statutory and municipal license qualifications. Pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed activity, on behalf of the licensee, his or her employees, or patrons, other than those specified in s. 218.0116, Wis. Stats., as amended. The licensed premises is operated in such a manner that it constitutes a public or private nuisance or that the conduct on the licensed premises has had an adverse effect on the neighborhood, including but not limited to failure to maintain property in accordance with the board of zoning appeals and department of neighborhood services guidelines. You do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

**Notice for applicants with
warrants or unpaid fines:**

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK



BY:

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/14/25

LICENSE TYPE: USED CAR

NEW:

RENEWAL:

No. 386493

Application Date:

License Location: 5848 S 27th St.

Business Name: Cream City Auto

Licensee/Applicant: ASSAD, Hakam K
(Last Name, First Name, MI)

Date of Birth: 08/10/1962

Home Address: 6806 Conforti Ct

City: Franklin

State: WI **Zip Code:** 53132

Home Phone:

This report is written by Police Officer Montreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 01/08/2021 officers conducted a license premise check at Cream City Auto, 5848 S 27th St. The officer spoke with the applicant, who was cooperative. The officer went over city ordinances with the applicant, who stated he was buying the business and will start selling cars when the sale is finished.

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2. On 08/09/25 at 6:30p.m., Milwaukee Police were dispatched to a Theft at 5848 S. 27th St. Investigation revealed a subject was test driving a vehicle and never brought it back.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2508090152

OtherEvent #: 25-LP-3681

Incident

5848 S 27TH ST MILWAUKEE, WI 53221

Incident Date/Time:: 08/09/2025 18:30:00
CAD Number:: P2508091273
District:: 6
Beat:: 650
Reporting Area:: 7479

Business Agent (1)

ASSAD, HAKAM K

Person Involvement: (Must choose Agent AGENT from drop down):
DOB:: 08/10/1962
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-698-8804
Phone 1 Type:: Phone
Address:: 6806 S CONFORTI CT
City:: FRANKLIN
State:: WISCONSIN
Zip Code:: 53132

Licensed Persons Involved (1)

ASSAD, KHAMIS H

DOB:: 01/28/1999
Sex:: MALE
Race:: WHITE
Address:: 1201 W NATIONAL AVE
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204

Licensed Premise Data (1)

CREAM CITY AUTO

Phone 1 Number:: (414)-400-3411
Address:: 5848 S 27TH ST
City:: MILWAUKEE
State:: WI
Zip Code:: 53221
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative):: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2508090152

OtherEvent #: 25-LP-3681

Licensee or Manager was on No
premises at time of
violation/incident::

Narrative (1)

LICENSED PREMISE REPORT

Heeg, Frank J 029196

08/09/2025

This report is typed by Frank HEEG, District 6, assigned to Late-Power on Squad# 6480, in full duty uniform, equipped with Axon Body 3 Camera, operating fully marked, fully functional, Milwaukee Police Department Squad# 65621.

On Saturday, August 9, 2025, I took a theft report, at the address of 5848 S. 27th St., Cream City Auto, which is located in the City and County of Milwaukee, State of Wisconsin.

Upon arrival I spoke with Khamis H. ASSAD (w/m, 01/28/99), who is the person in charge of the Dealership, who provided me with a paper copy of a Wisconsin Driver's License, and stated that he allowed this subject to test drive his 2015 Chevrolet Suburban (VIN# 1GNSKJJC9FR645578) and he has not returned it. The WI license belonged to Melvin V WILLIAMS (b/m, 10/21/79). ASSAD stated that he had allowed him to test drive a vehicle on Friday, August 8, 2025, and after a few hours he returned that one, so he did not think that this was a big deal, until an hour of it being gone.

ASSAD stated that he does not have any contact information for WILLIAMS and did not give him a specific time frame to have the vehicle back. It is to be noted that he permanently affixed the dealer plate MV5666J to the rear of the Suburban, prior to the test drive. ASSAD did have cameras but due to weather we were unable to look at them. ASSAD was cooperative during the investigation and understands the procedure.

There is no title in the vehicle, and the only set of keys went with the vehicle. He stated that he did give the vehicle voluntarily and has no way of contacting WILLIAMS to ask for the vehicle back.

At the time of this report I did ask for additional resources to check the DOT of WILLIAMS and they have not gotten back to me regarding.

There were no violations observed at the time of this report.

Officer (2)

Reporting Officer: Heeg, Frank J (029196) 08/09/2025 21:08:00

Section: (Work Location): 64

Approving Officer: Laroque, Brian C (021484) 08/09/2025 23:20:11

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2508090152

OtherEvent #: 25-LP-3681

Section: (Work Location): 64



Wednesday, January 14, 2026



Notice of Public Hearing

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ASSAD, Hakam K, Agent
Cream City Auto at 5848 S 27th St
Secondhand Motor Vehicle Dealer's License Renewal Application

Tuesday, January 27, 2026 at 1:25 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 1/27/2026 at 1:25 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2520 W GOLDCREST AVE	MILWAUKEE, WI 53221-4111
CURRENT OCCUPANT	2527 W GOLDCREST AVE	MILWAUKEE, WI 53221-4110
CURRENT OCCUPANT	2538 W GOLDCREST AVE	MILWAUKEE, WI 53221-4111
CURRENT OCCUPANT	2539 W GOLDCREST AVE	MILWAUKEE, WI 53221-4110
CURRENT OCCUPANT	2600 W RAMSEY AVE	MILWAUKEE, WI 53221-4801
CURRENT OCCUPANT	2602 W GOLDCREST AVE	MILWAUKEE, WI 53221-4113
CURRENT OCCUPANT	2603 W GOLDCREST AVE	MILWAUKEE, WI 53221-4112
CURRENT OCCUPANT	2607 W GOLDCREST AVE	MILWAUKEE, WI 53221-4112
CURRENT OCCUPANT	2608 W GOLDCREST AVE	MILWAUKEE, WI 53221-4113
CURRENT OCCUPANT	2612 W GOLDCREST AVE	MILWAUKEE, WI 53221-4113
CURRENT OCCUPANT	5794 S 27TH ST	MILWAUKEE, WI 53221-4129
CURRENT OCCUPANT	5798 S 27TH ST	MILWAUKEE, WI 53221-4129

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Total Records: 12

Radius 250 feet and Center of the Circle: 5848 S 27th St



SECONDHAND MOTOR VEHICLE DEALER LICENSE

RENEWAL APPLICATION

Office of the City Clerk License Division

200 E. Wells Street, Room 105, Milwaukee, WI 53202

Legal Entity Name: **Cream City Auto LLC**

Premises Address: **5848 S 27TH ST**

Type of License: **Secondhand Motor Vehicle Dealer's License**

HOURS OF OPERATION

Are there any changes to the current hours of operation?

No Yes If Yes, describe: _____

STORAGE, MAINTENANCE & REPAIR

1. Do you understand that all vehicles associated with the business must be stored on the licensed premise? Yes No

2. What are your plans to ensure this requirement is met (check all that apply)?

Employee Training Supervisor Monitoring Fenced Lot Keys Kept in Locked Box
 Other: _____

3. Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? Yes No

4. What are your plans to ensure this requirement is met (check all that apply)?

Employee Training Supervisor Monitoring Designated Repair Area
 Other: _____

LITTER & NOISE

Are there any changes to your litter and noise plans since your last application?

No Yes If yes, describe: _____

DISCLOSURE

Has the applicant ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? No Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

RETAIL DEALERS ONLY

Are there any changes to the number of parking spaces since you filed your last application?

No Yes If yes, how many spaces do you have: _____

SIGNATURE

Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign